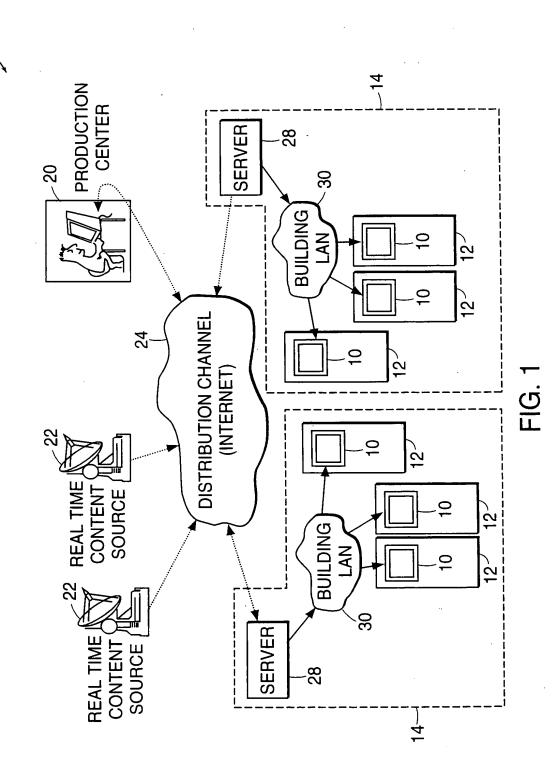
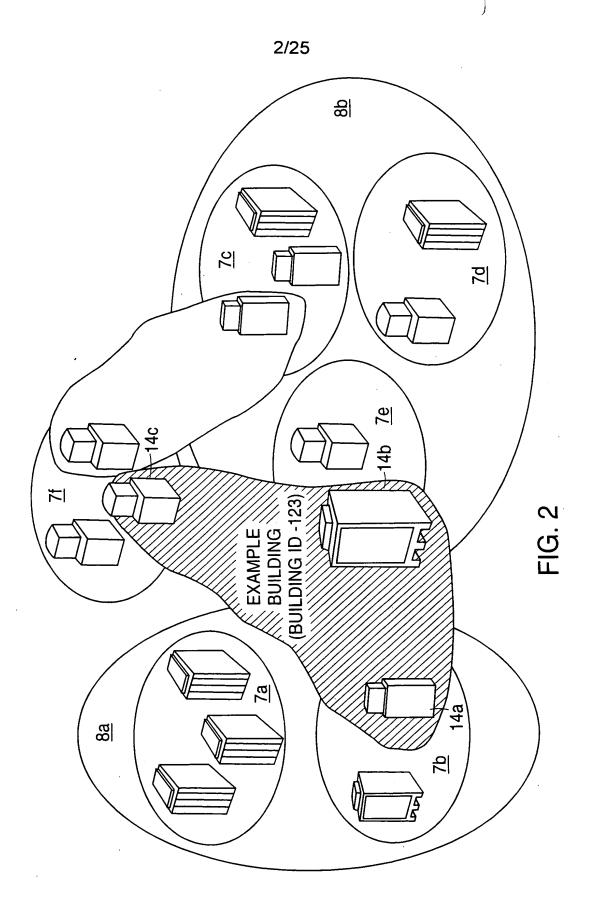
atter No.: 09651-012002 ge 1 of Applicant(s): Todd A. Newville et al.
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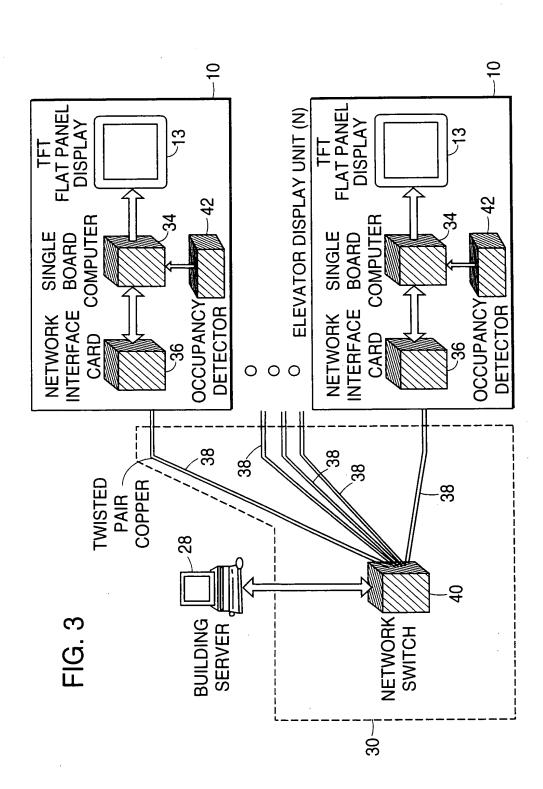


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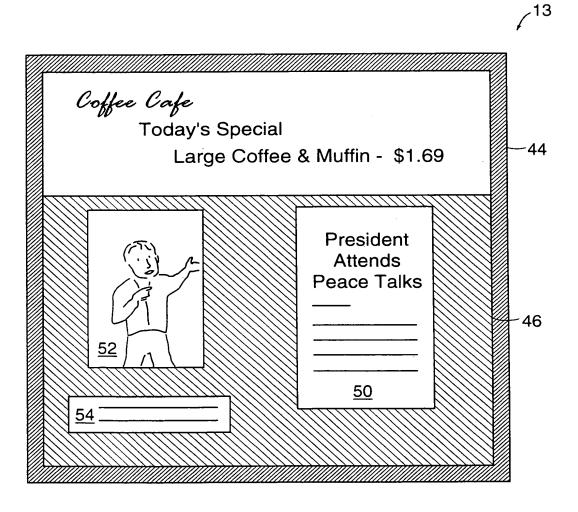
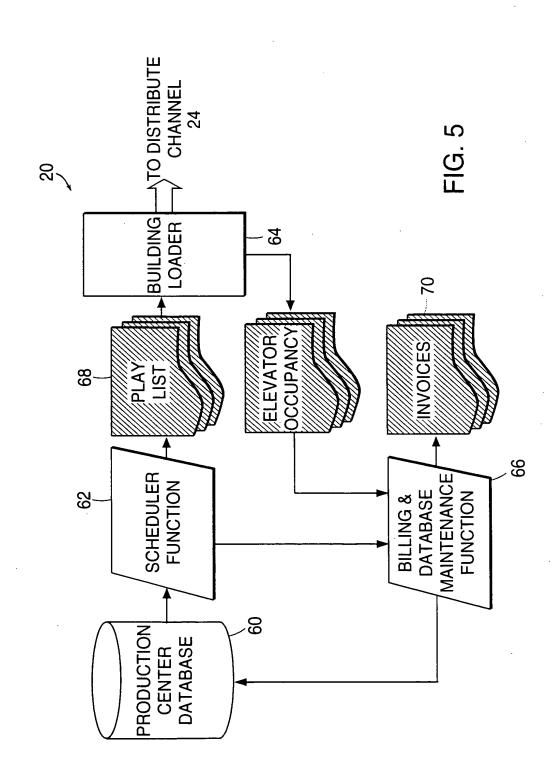


FIG. 4

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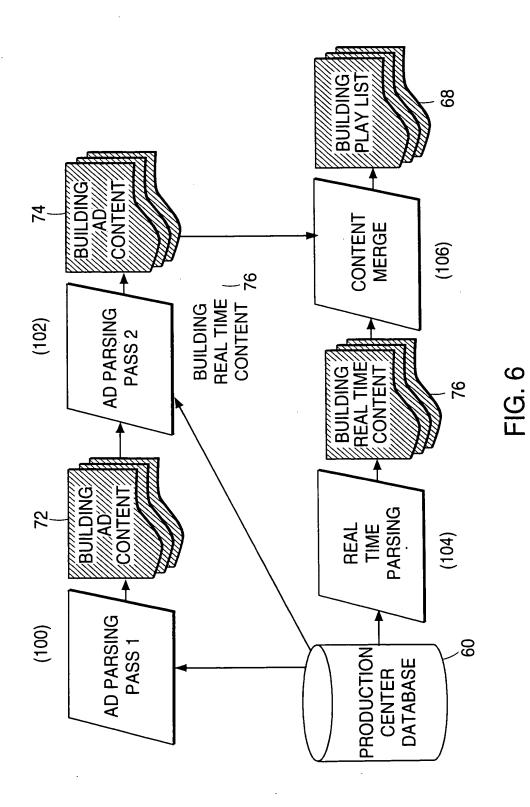
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ELEVATOR

```
Real_time_control::
                                                          - 60
    <RT ID>, <URL>, <refresh period(minutes)>;
80
    <RT ID>, <URL>, <refresh period(minutes)>;
    <RT ID>, <URL>, <refresh period(minutes)>;
    play_information::
    <time>::
    <frame type>;
    <ad format type>, <ad URL>;
    <real time format type>;
    <segment 1 URL>;
    <segment 2 URL>;
                                     82
    <time>::
    <frame type>;
    <ad format type>, <ad URL>;
     <ad format type>, <ad URL>;
    <real time format type>,
    <segment 1 URL>;
```

FIG. 7

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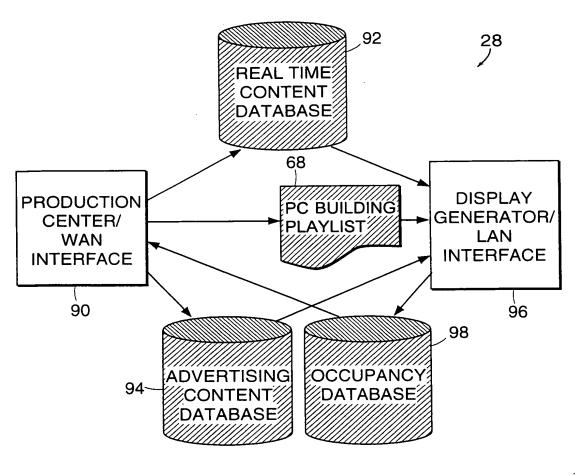
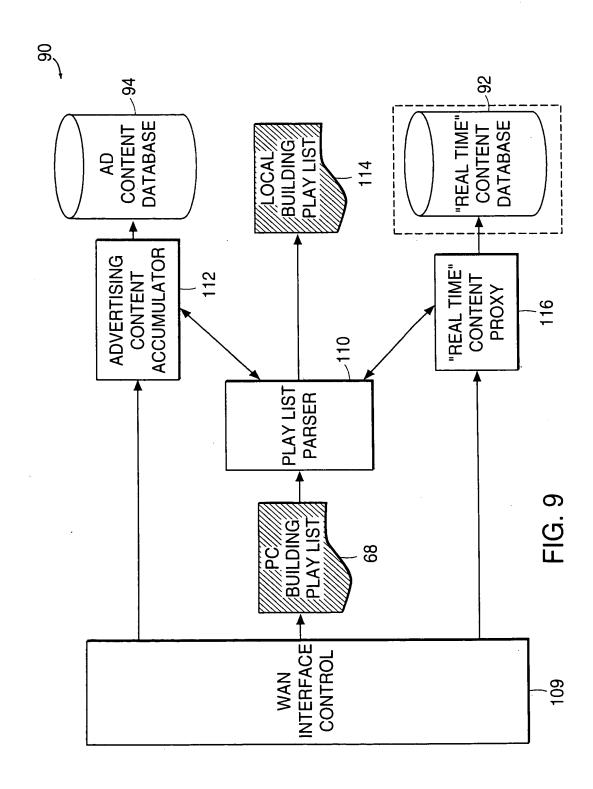


FIG. 8

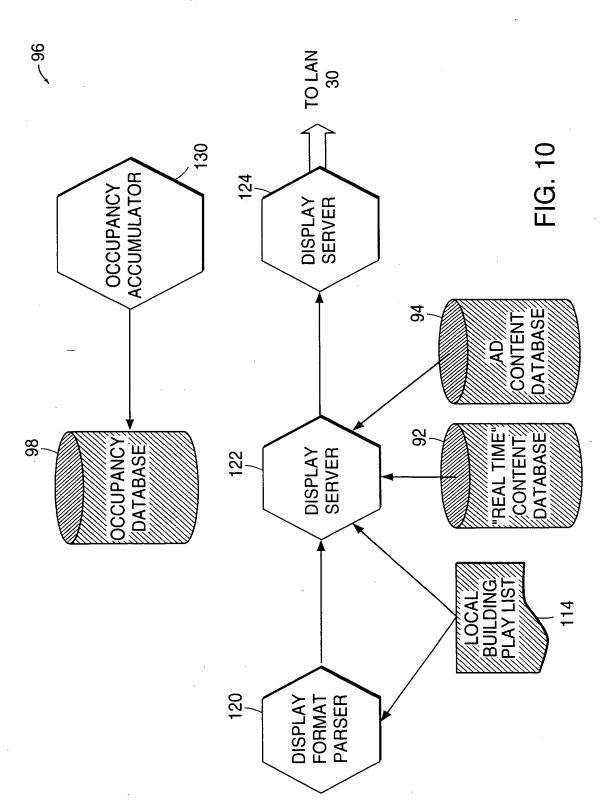
tter No.: 09651-012002 e 9 of Applicant(s): Todd A. Newville et al.
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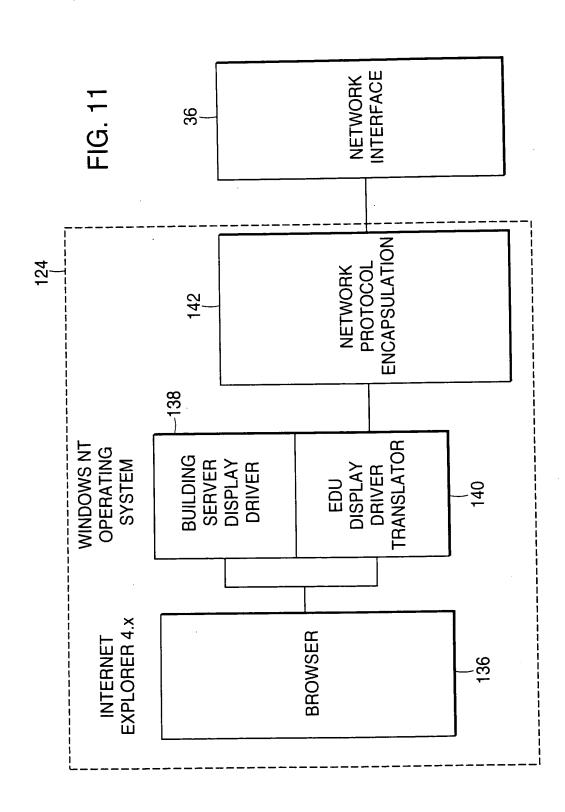
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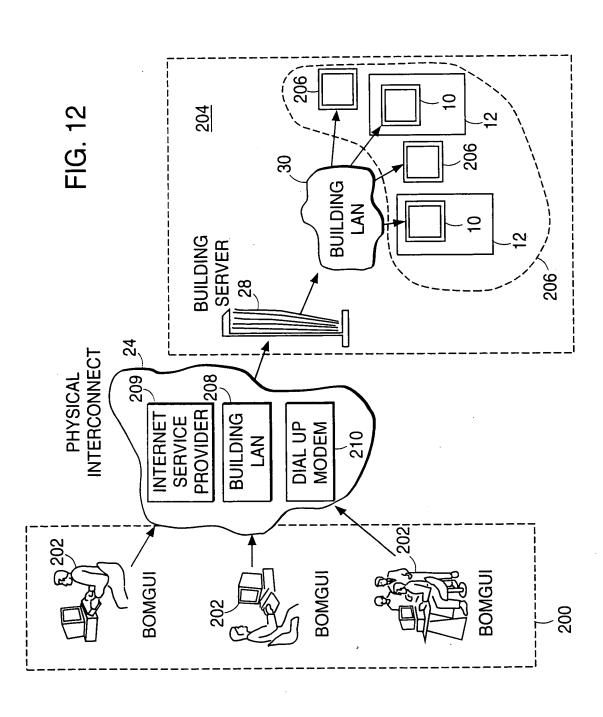
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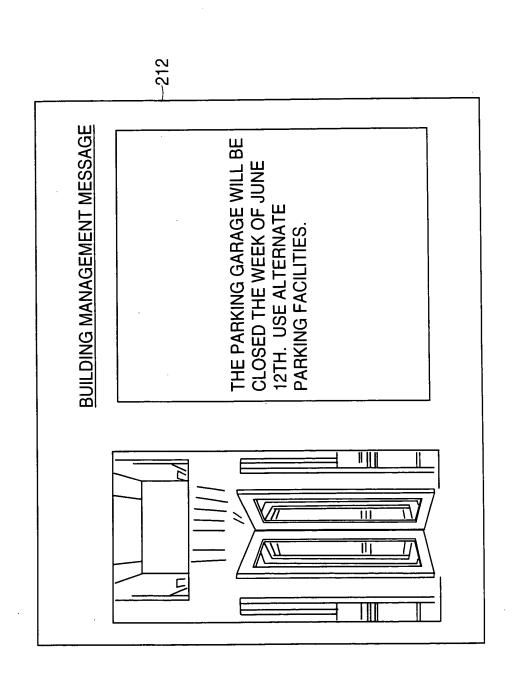
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AMS,<message\_name.htm>,<start\_date>,<stop\_date>
AMS,bom\_message1.htm,6/12/98,6/13/98
AMS,bom\_message2.htm,6/12/98,6/14/98

LTS,<message2.htm>,<start\_date>,<stop\_date>
LTS,bom\_message2.htm,6/12/98,6/14/98

PMS,<message3.htm>,<start\_date>,<stop\_date>
PMS,bom\_message2.htm,6/12/98,6/14/98

SLP,<message4.htm>,<start\_date>,<stop\_date>
PMS,bom\_message2.htm,6/12/98,6/14/98

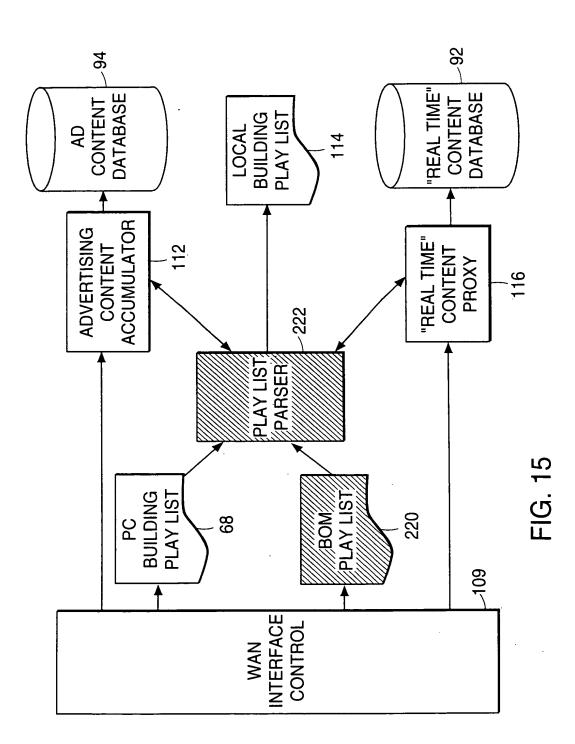
SLP,<message4.htm>,<start\_date>,<stop\_date>
SLP,bom\_message2.htm,6/12/98,6/14/98

FIG. 14



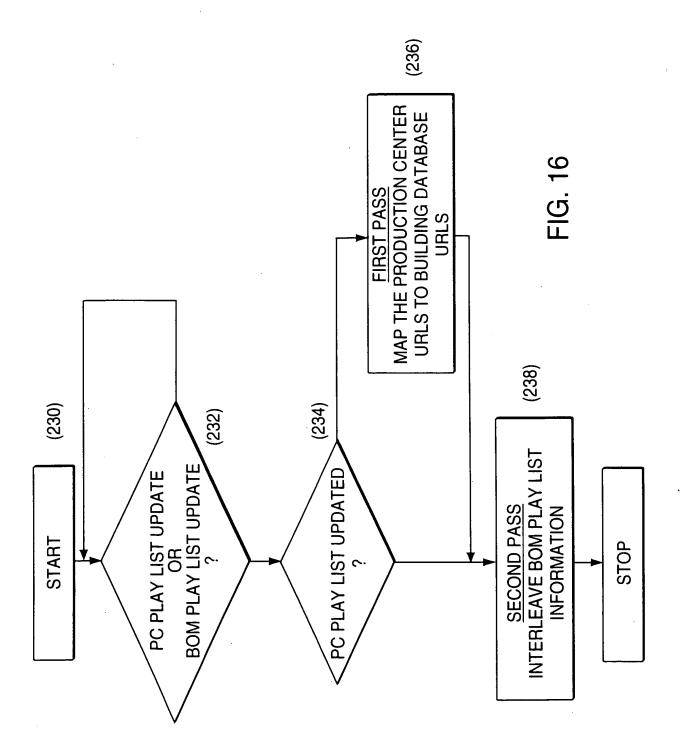
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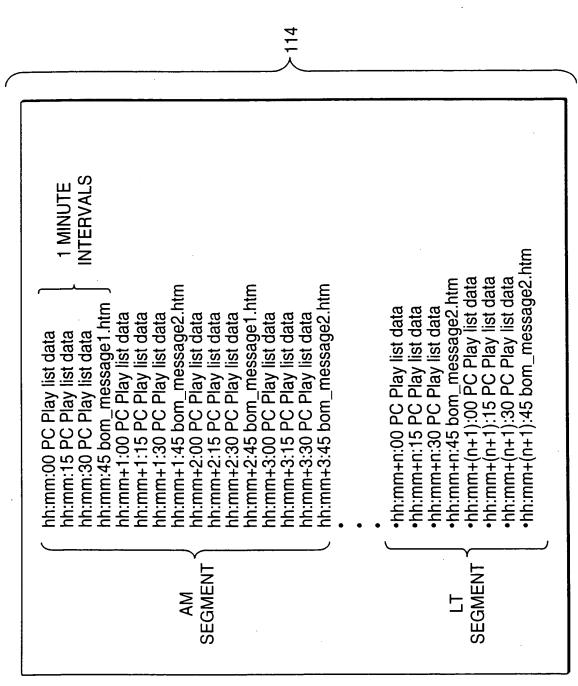
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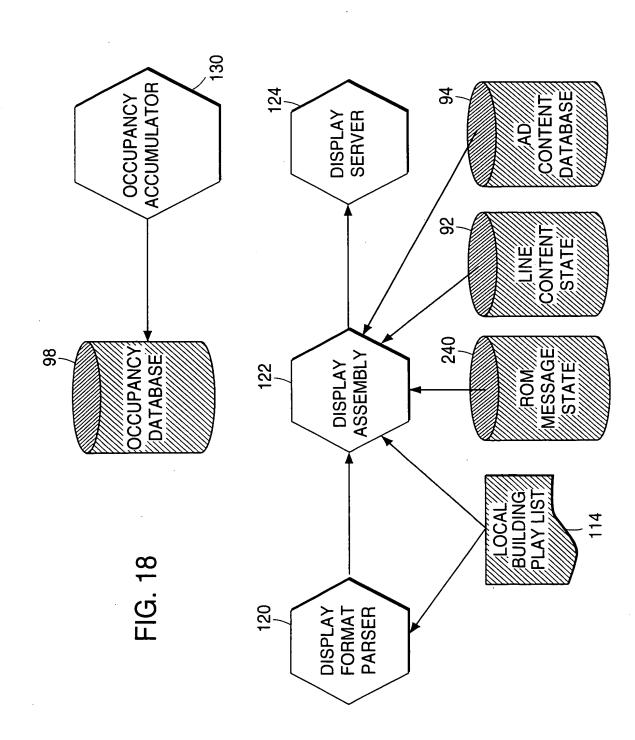
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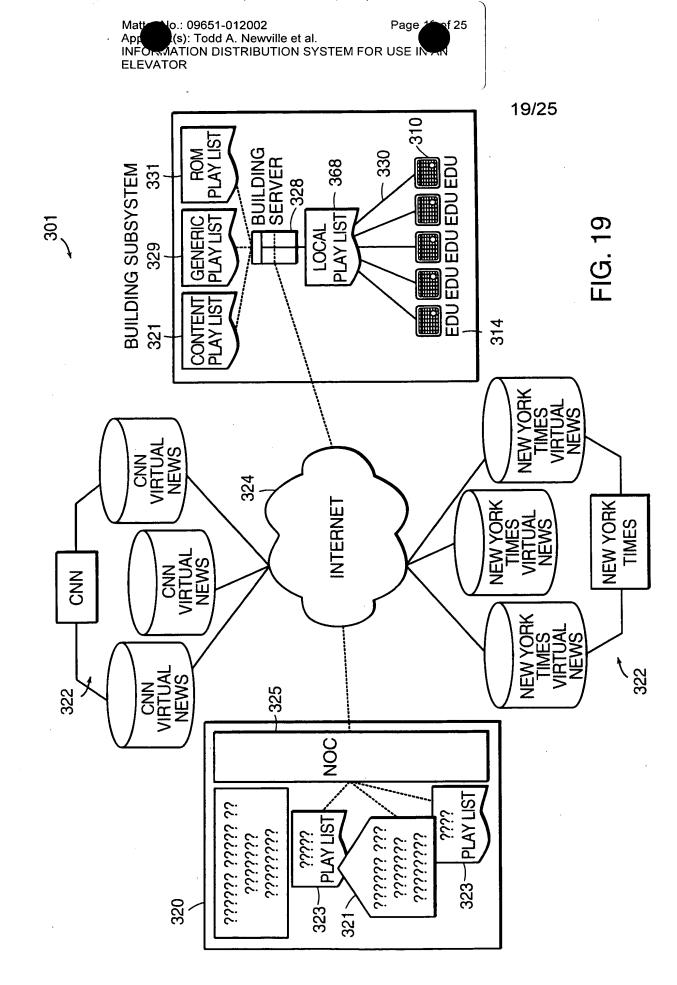




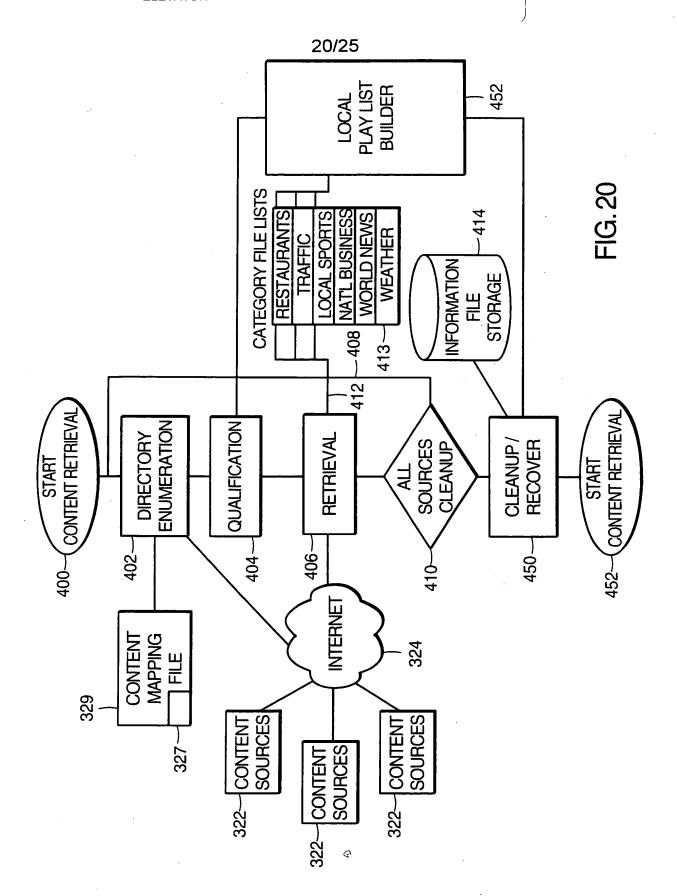
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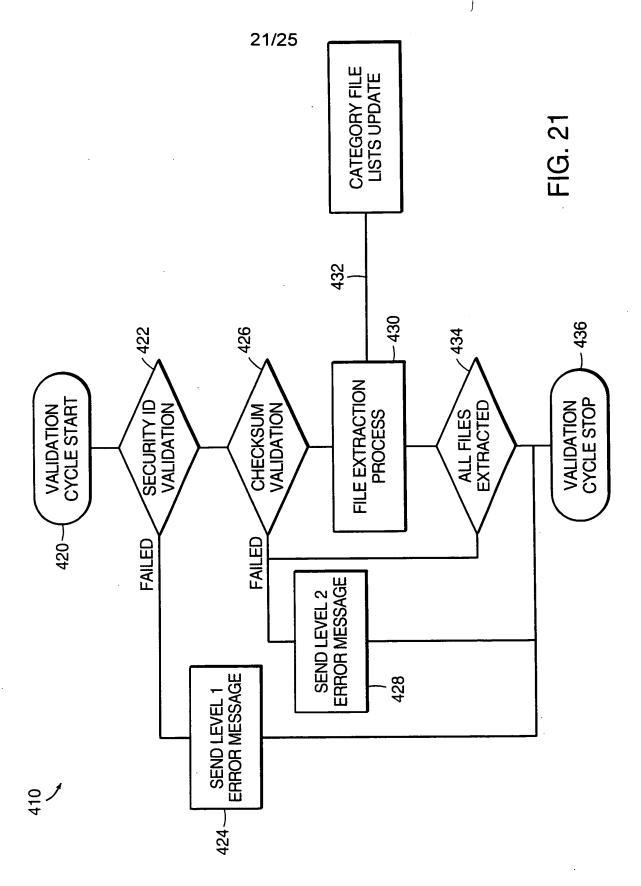
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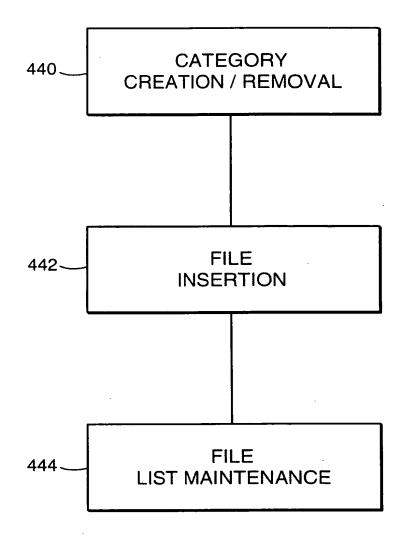
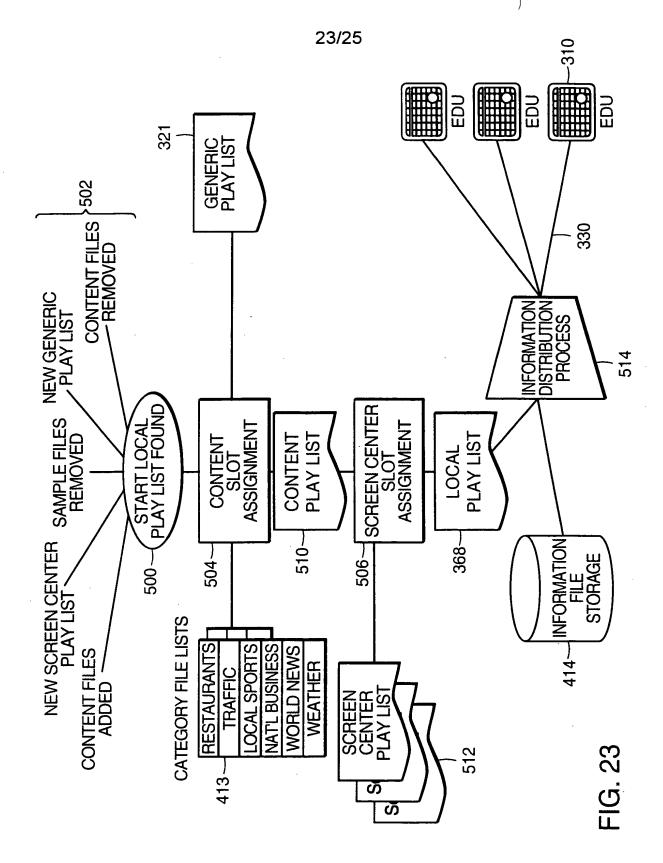


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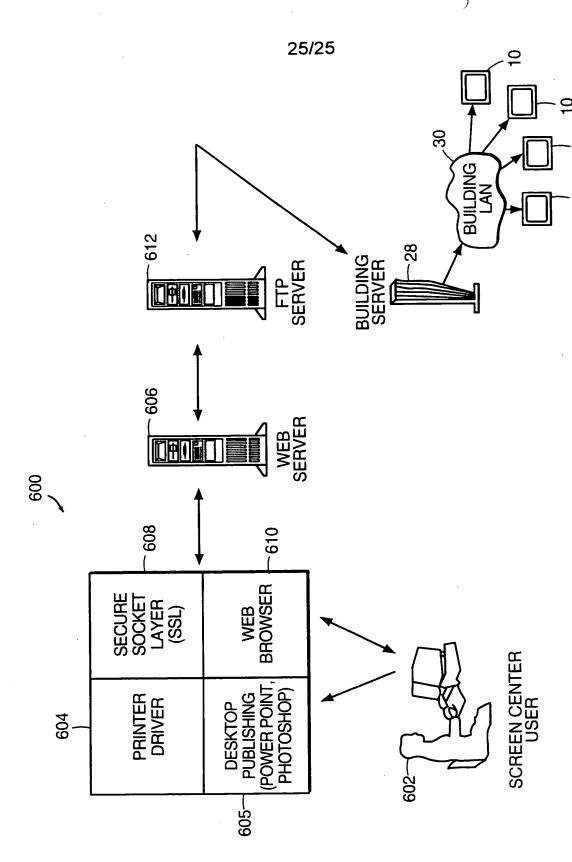
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Matter No.: 09651-012002 Pag Apple of t(s): Todd A. Newville et al. INFORMATION DISTRIBUTION SYSTEM FOR USE ELEVATOR 24/25 - AMS START TIME **-LTS START TIME** CONTENT PLAY LIST (PASS 1) 507 CATEGORY 8 CATEGORY 6 CATEGORY 8 CATEGORY 2 CATEGORY 3 CATEGORY 4 CATEGORY 2 CATEGORY 3 **CATEGORY 4** CATEGORY 5 CATEGORY 7 CATEGORY 1 CATEGORY CATEGORY CATEGORY CATEGORY 321 GENERIC PLAY LIST 505 CATEGORY 3 CATEGORY 5 CATEGORY 6 CATEGORY 8 CATEGORY 3 CATEGORY 2 **CATEGORY 4** CATEGORY 5 CATEGORY 7 CATEGORY 7 CATEGORY 1 CATEGORY SEGMENT SEGMENT SEGMENT

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SCREEN CENTER INFORMATION FLOW DIAGRAM

FIG. 25